

NGNY

ABOUT NGNY

DESIGN, DEVELOPMENT,
HOSTING, MANUFACTURE

www.ngny.com.au

info@ngny.com.au

1300 64 6469

IDX Hub, NCIE, Redfern NSW



**NGNY is a 100% Aboriginal owned
digital services agency.**

We specialise in Design, Development,
Hosting & Apparel Manufacture

Contents

About NGNY...	p.04	Hosting...	p.27
Service Overview...	p.05	Our Network...	p.29
Our Team...	p.06	Hosting Toolbox...	p.30
Why NGNY...	p.07	Hosting Clients...	p.31
Our Approach...	p.08		
Certifications...	p.09	Apparel Manufacture...	p.32
Our Clients...	p.10	Our Vision...	p.33
		Manu. Process...	p.34
Design...	p.11	Manu. Clients...	p.35
Design Process...	p.13	Case Studies...	p.36
Case Studies...	p.14		
Development...	p.18		
Dev Process...	p.19		
Technology Stack...	p.20		
Dev Toolbox...	p.21		
Case Studies...	p.22		

About NGNY

Who we are

NGNY is a 100% Aboriginal owned and operated end-to-end digital agency founded in 2014 by Liam Ridgeway and John Saulo.

NGNY is based in the IDX Hub at the National Centre of Indigenous Excellence, Redfern NSW.

Indigenous Digital Economy & Impact

At NGNY we want to make an impact on our community. We coined a term Indigenous Digital Economy which aims to identify and build on the ways in which technology can positively impact on Aboriginal & Torres Strait Islander culture and community sustainability. For us this is a journey of how technology can play a pivotal role in preserving culture and using these tools to teach culture across Aboriginal & Torres Strait Islander communities as well as non-Indigenous communities nationally and internationally.

As a business, we are impacting Indigenous Digital Economy through educational and employment opportunities and through the growth of an online business marketplace that offers a pathways into economic participation for Indigenous owned and operated businesses.

Service Overview

NGNY's service offering has evolved over the past 4.5 years to a point where we offer end-to-end creative solutions.
Our tried and tested process will take you from concept to delivery

Design

- Graphic Design
- Branding
- User Interface (UI) Websites
- Apps
- EDM's
- Animation - 2D & 3D
- Audio / Visual
- Report Design
- Marketing Material
- Print production

Development

- Websites
- Mobile Apps
- Hybrid
- Native
- Progressive Web Apps
- Custom Solutions
- Training
- Support
- Maintenance & Support
- Security

Hosting

- Shared Hosting
- Virtual Private Server (VPS)
- Virtual Dedicated Server (VDS)
- AWS (Amazon)
- Azure (Microsoft)
- Heroku
- Security
- Monitoring
- Maintenance & Support

Manufacture

- Design
- Sampling
- Production management
- Custom finishing
- Custom Packaging
- Door-to-door delivery

Our Team

Our delivery team

Project Managers, Graphic Designers, Developers, Animators



John Saulo
Co Founder



Liam Ridgeway
Co Founder



Nikita Ridgeway
Designer



Lulu Ruttley
Designer



Louise Odelberg
Designer



Rob Broadhurst
Animator



Keenan Parker
Developer



Samantha Li
Developer



Sambert Rodrigues
Developer



Beau Saywell
Project Manager -
Manufacture

Why NGNY

Culturally appropriate

We are experienced in working with Indigenous specific audiences. We pride ourselves on our ability to engage with and design solutions with Our community in-mind.

Indigenous network

We are actively engaged in seeking out and working with other Indigenous businesses and creatives. We understand the importance of enhancing the Indigenous supply chain and are in a position to advise organisations on where other Indigenous talent can be integrated into projects.

Impact driven outcomes

Because NGNY actively invests in Indigenous talent, any project that NGNY is engaged in directly impacts the local Aboriginal community through the employment of our team.

Leveraging technology to showcase, teach and enhance Our culture will ensure future generations will be able to consume Our culture and make it thrive.

Our Approach

Our Philosophy

We follow a customer-centric approach which allows us to be agile throughout the design and build process to allow for changing requirements of our clients through early continuous delivery. This approach is driven around transparency, connection and collaboration related to short sprints and an ongoing loop of development and feedback.

Impact

We value and place significant importance on our involvement and influence in projects that have a positive impact across Aboriginal & Torres Strait Islander communities and their respective socioeconomic ecosystems.

We have a priority to seek and be engaged in projects that impact the preservation and enhancement of Aboriginal & Torres Strait Islander culture and which support sustainable and long term impact and growth of culture, education, housing, health and self-determination.

Certifications



NGNY have been a Supply Nation certified supplier since 2015.

Supply Nation is the Australian leader in supplier diversity. We bring together the biggest national database of Aboriginal and Torres Strait Islander businesses with the procurement teams of Australia's leading organisations to help them engage, create relationships and do more business.



NGNY has been B-Corporation certified since 2018.

B Corporations represent an emerging group of companies that are using the power of business to create a positive impact on the world and generate a shared and durable prosperity for all.

Certified B Corporations undertake a rigorous assessment that explores a companies governance, transparency, environmental and social impact.



Prequalification Scheme:
ICT Services - SCM0020

NGNY became an approved supplier on 16-Apr-2018

The NSW Government ICT Services Scheme is the new model for delivering ICT services to NSW Government. These new arrangements will ensure NSW government agencies can find and procure the goods and services that best meet their needs, and makes it easier for industry to do business with government.



NGNY has been a NSW ICC / FACCI Assured Affiliate since 2018.

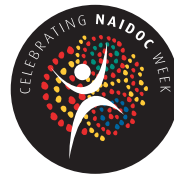
The NSW Indigenous Chamber of Commerce (NSWICC) is the Peak body for Aboriginal Business in NSW and a powerful voice for the needs of Aboriginal Entrepreneurs, Business owners and Enterprising Communities.

Our Vision is for a State that embraces its rich Aboriginal History and Culture; And values Aboriginal Entrepreneurship, Innovation and Enterprise as an important pillar in a strong New South Wales Economy.

Our Clients

Some of our clients

We are proud to work with a diverse range of clients across numerous sectors. In our 4.5 years we have serviced 75+ clients across multiple industries.



DESIGN

Graphic Design II Branding II UI Design



NGNY

Our Design Service

Primary Design Services

- Culturally appropriate creative design for Indigenous specific audiences
- Branding
- User Interface Design for websites & mobile applications
- Report & corporate document design

Add-on Design Services

- Artist engagement
- Animation
- Photography
- Film & Editing
- Audio production
- Re-drawing of artwork
- Report & corporate document design
- Digital marketing assets
- Print design & production
- Apparel design



Design Process

Creative Concept [CC]

NGNY delivers concept designs based on clients brief, content ideas & artist engagement.



Creative Concept [CC1]

Based on the [CC] feedback, in this stage we define the clear creative direction. Look and feel is established.



Creative Concept [CC2]

Further refinement of the creative direction. We focus attention on the application uses of the brand creative.



Creative Concept [CC3]

This stage is generally optional and usually occurs when significant changes to direction have been made in [CC2]



Finished Art [FA]

We are basically complete, now we just need final sign-off to produce final deliverables. Eg. Print ready etc



Issued Art [IA]

We hand all new branding assets over to the client. Now the branding can be applied across the necessary applications.

Our Design Process

This is an example of our creative development journey.

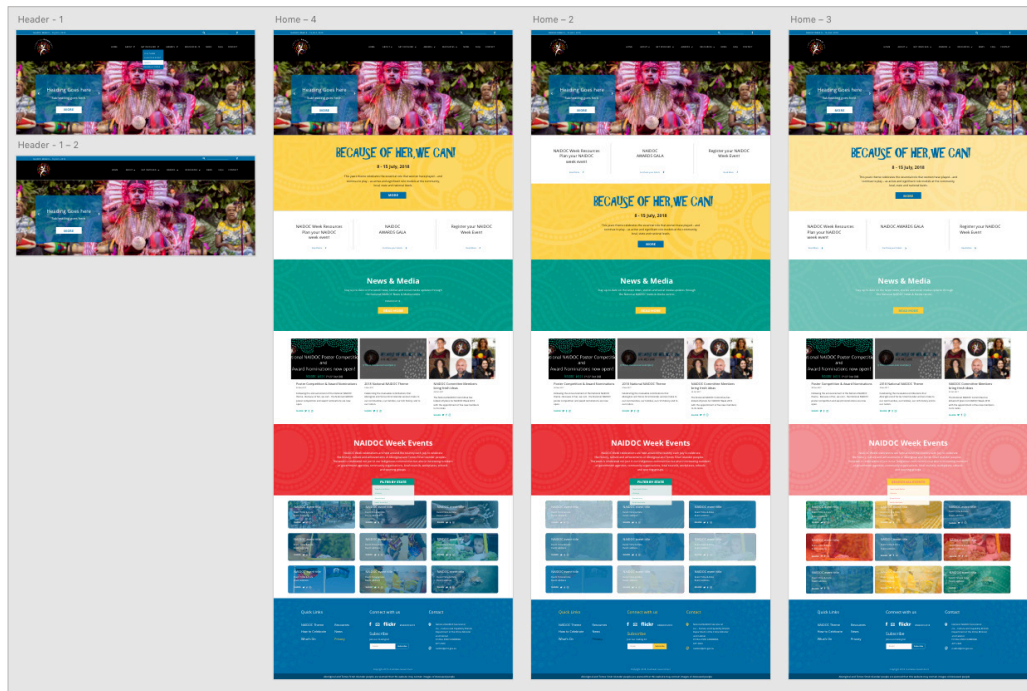


Client
Project
Deliverables

Australian Unity
Reconciliation Action Plan Brand Design
Branded Identity & Guidelines of use
Animation, print collateral, website

Watch the Australian Unity RAP animation

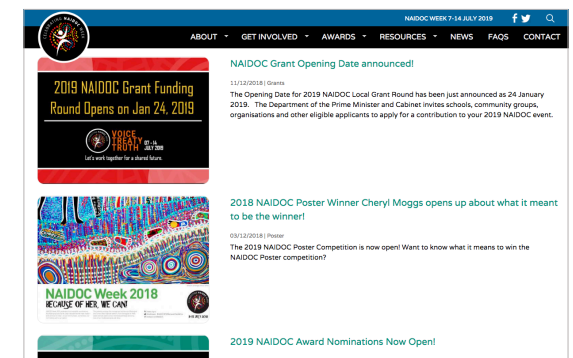
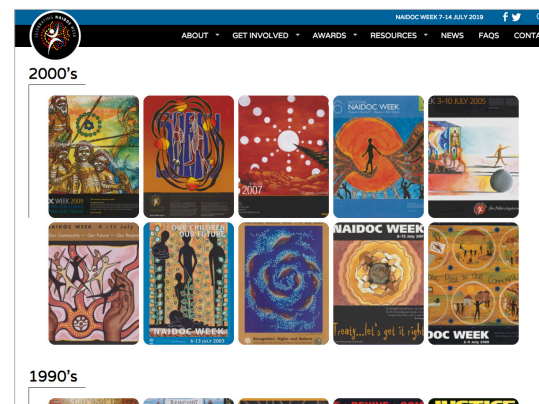
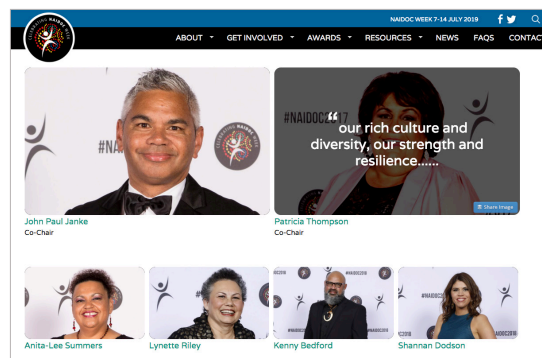
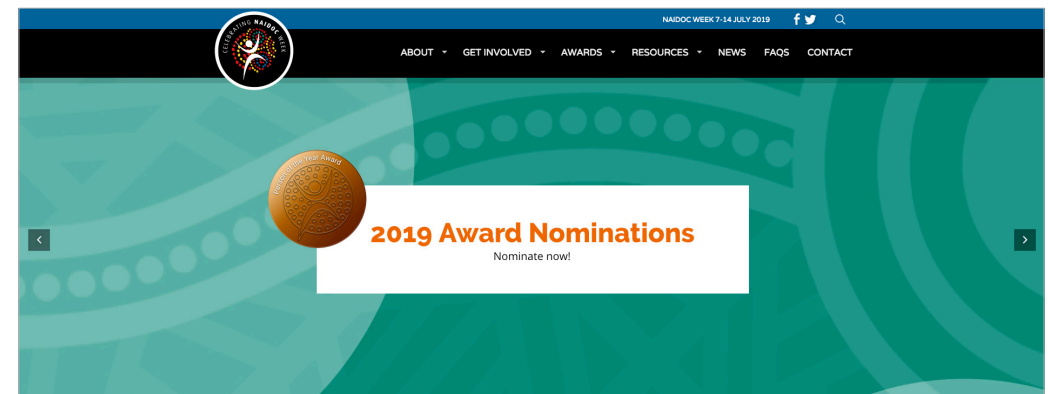




Client
Project
Deliverables

NAIDOC Committee - PM&C
NAIDOC website User Interface Design
UI designs for entire website, graphic
element designs for banners & backgrounds.

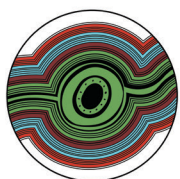
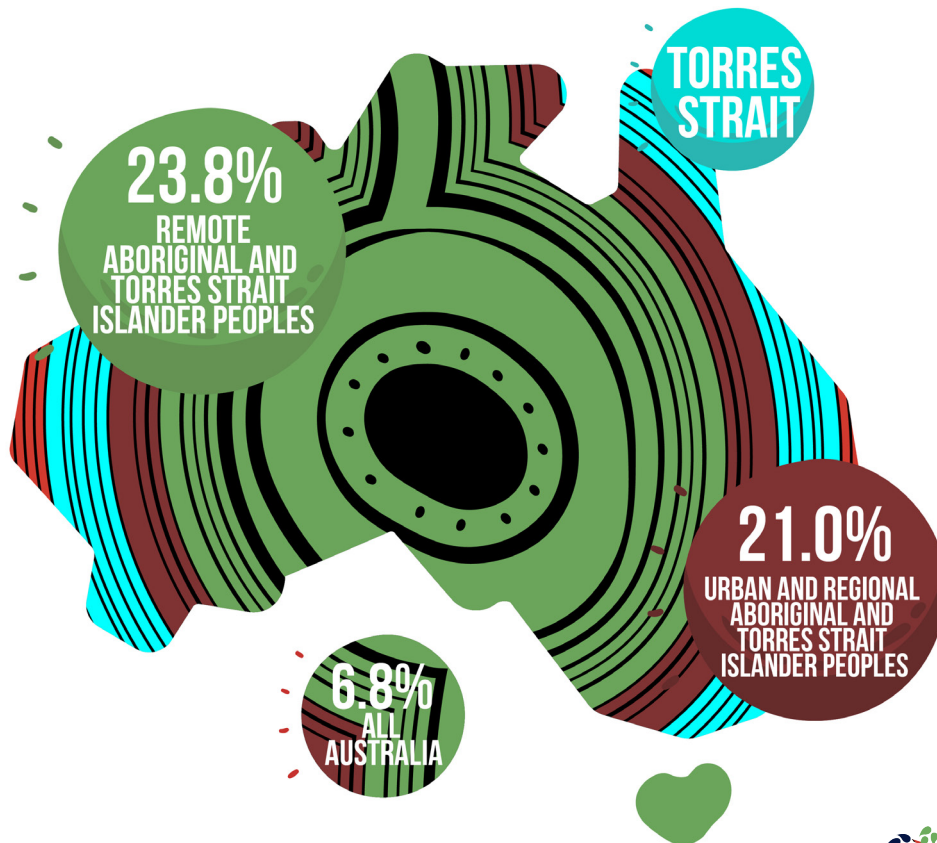
www.naidoc.org.au



Client
Project
Deliverables

Neuroscience Research Australia
Caring for Spirit Brand development
Branded Identity & Guidelines of use
icons, website, infographics

Program Website Launch Mid 2019



CARING FOR SPIRIT

ABORIGINAL AND TORRES STRAIT ISLANDER
ONLINE DEMENTIA EDUCATION



Healthy Mind,
Body and Spirit



Staying
Strong



STILL ME
STILL DEADLY



DEMENTIA &
OUR MOB



About the
research



About us



Client

Inner Sydney Empowered Communities

Project

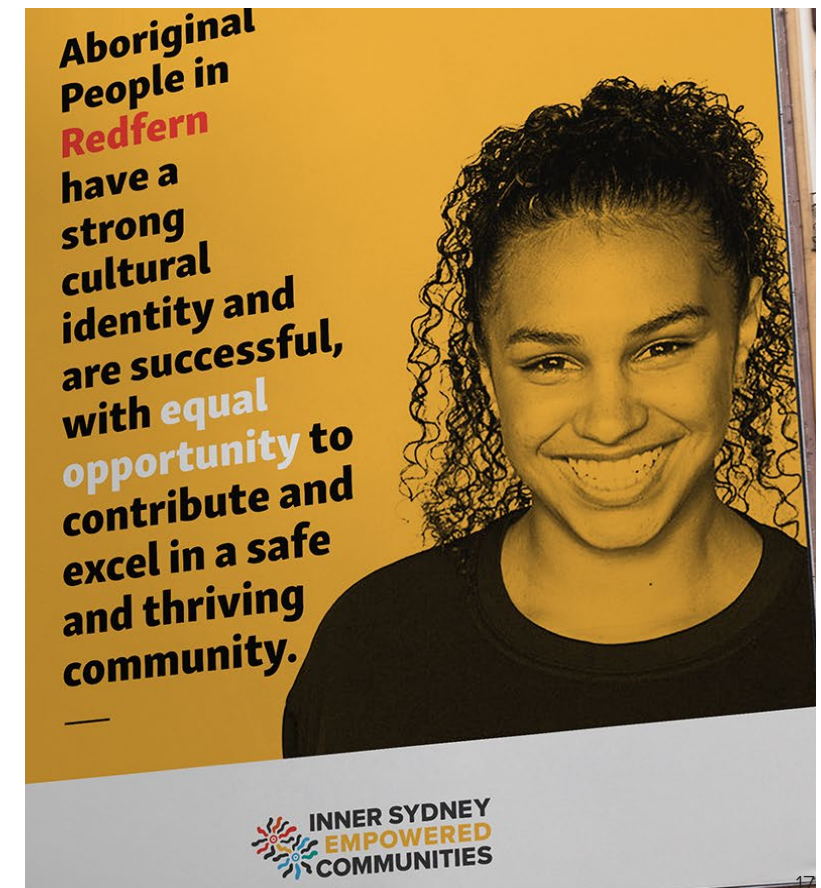
Branded Identity

Deliverables

Branded Identity - Logo, colours, fonts

Animation, print collateral, website

www.isec.org.au



DEVELOPMENT

Websites || Mobile Apps || Progressive Web Apps



NGNY

Project Milestones

Discovery || Site Structure & Content

Face-to-face meetings. Define site structure and tech requirements.
ID content inc copy, imagery, video, branding etc.
Client provides sign-off on structure to allow us to proceed to design.



Design || Concepts, Lo-Fi then Hi-Fi

NGNY produces layout concepts, client provides feedback. Lo-Fi is without imagery and branding. We get an understanding of page layouts. Hi-Fi introduces branding, imagery, video and functionality elements.
Client provides sign-off on design to allow us to proceed to development.



Development || Website build

The website is built in a staging environment so the client can walk through the build periodically. We run fortnightly reviews of the build with the client to review and test the website functionality.
The client is required to sign-off on each individual page.



Testing || Functionality & Server Security

Functionality is tested with a closed group identified by the client. The purpose is to test across different devices, OS, browsers etc. This is the time to address bug fixes. NGNY will conduct site penetration tests to provide the client with a vulnerabilities report.



Launch || Go Live

The client has approved the site to go live. NGNY moves the final version of the site to the production server, handles the DNS settings.



Hand Over || Training & Maintenance

2 x 2hr training sessions covering content creation and management in a WordPress CMS, using the theme, understanding the plug-ins and providing support into the future.

Our high-level approach to development

This is the process we undertake when developing websites. This methodology has evolved over the past five years of working with a wide range of clients.

Technology Stack

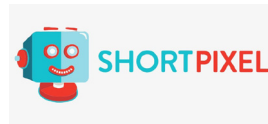


Dev Toolbox

Over the years we have tried and tested numerous plug-ins and platforms to ensure we are building robust, secure websites.

SEO, website speed, security, analytics and the ability to share content from the website to social platforms is a consistent requirement from all our clients so we build these features in as standard for our clients.

Compression, Caching & Speed



Data collection

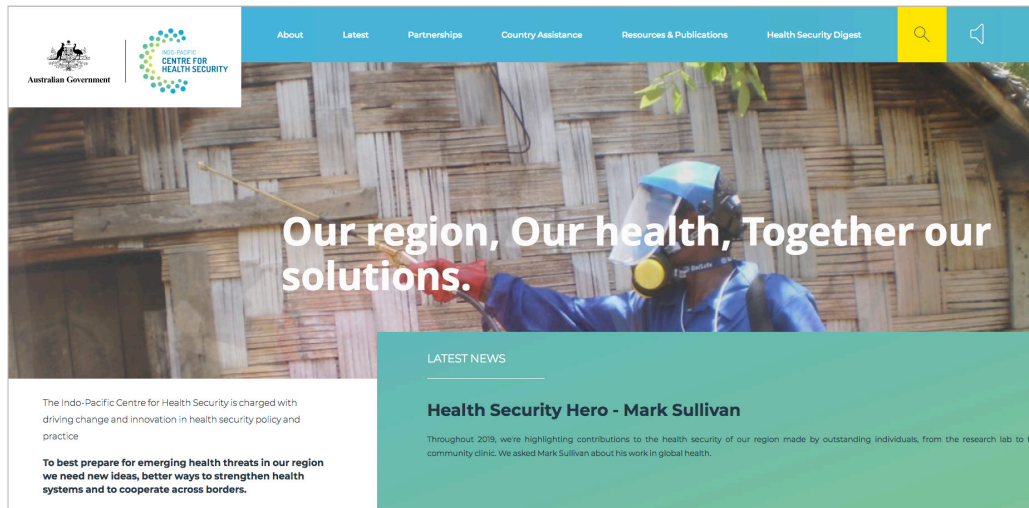


SEO & Analytics



Social Sharing Tools

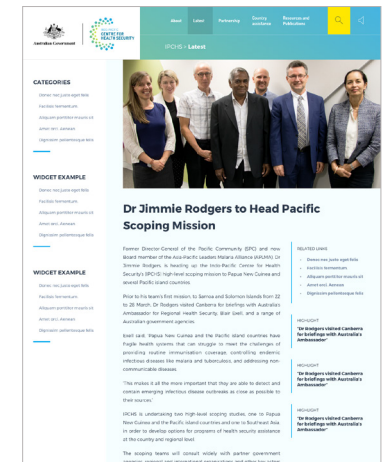
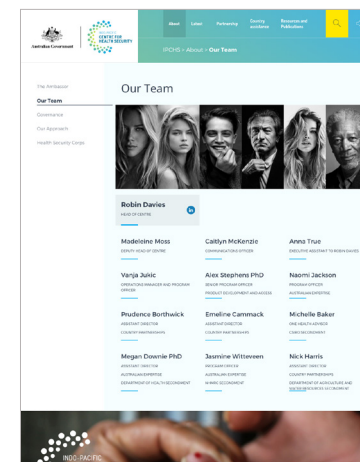
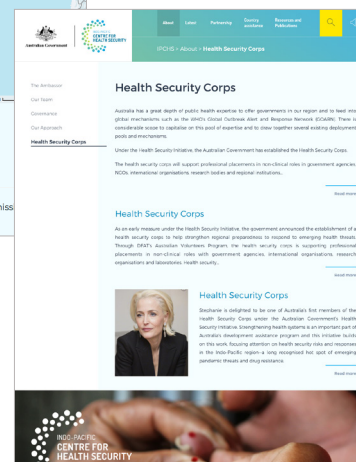
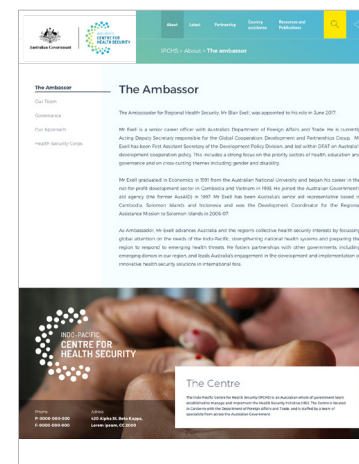
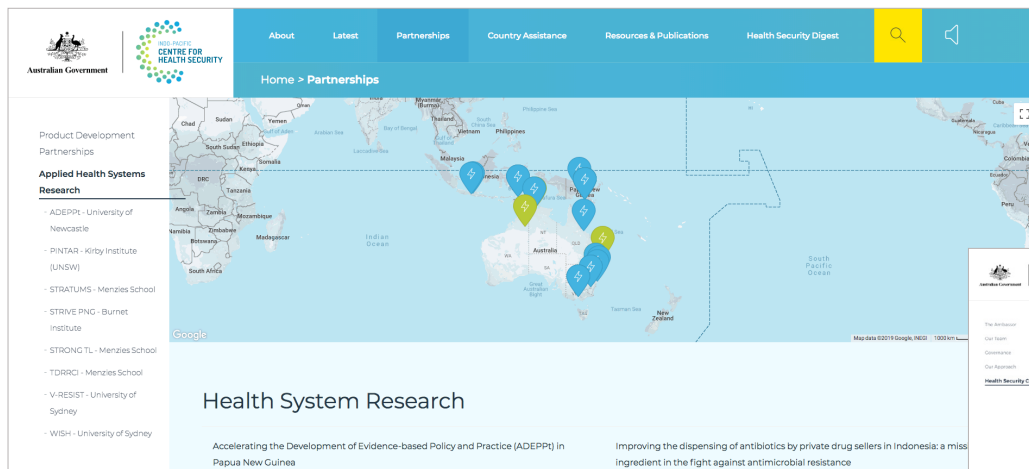




Client
Project
Deliverables

Department of Foreign Affairs and Trade
IPCHS website design & build
UI design, Drupal GovCMS build

indopacifichealthsecurity.dfat.gov.au





Client

The National Centre of Indigenous Excellence

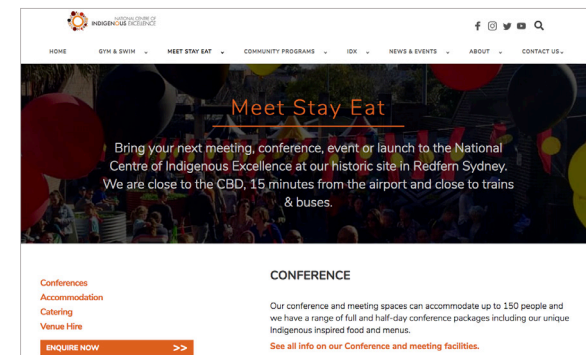
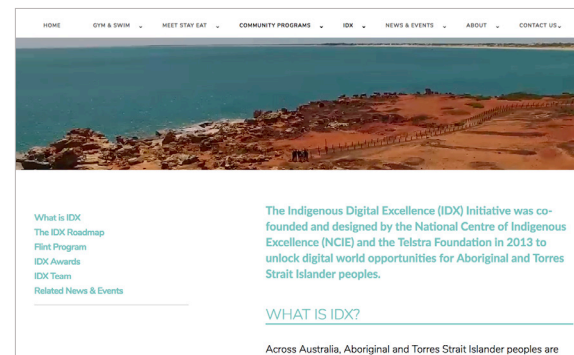
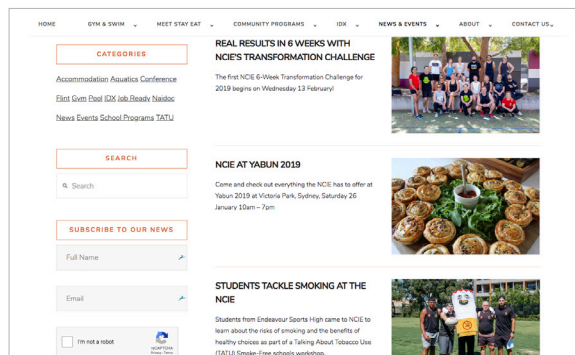
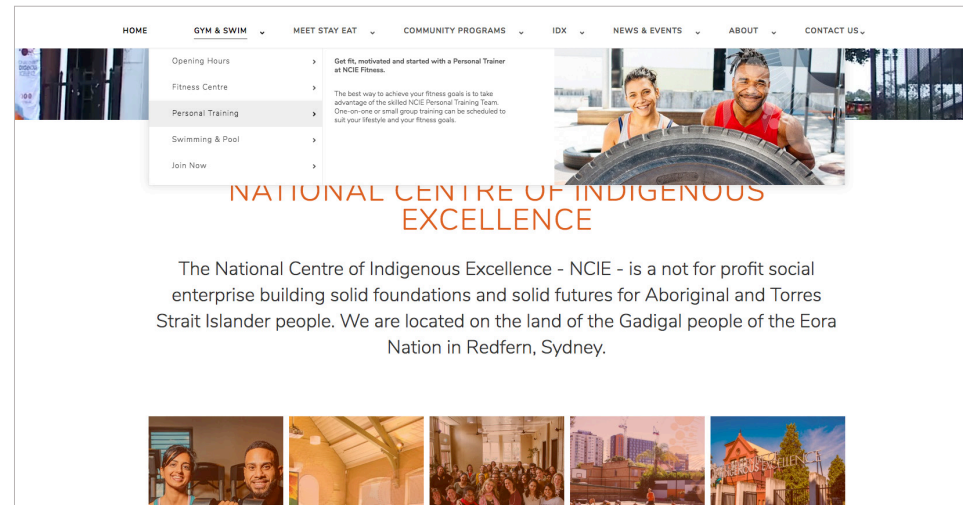
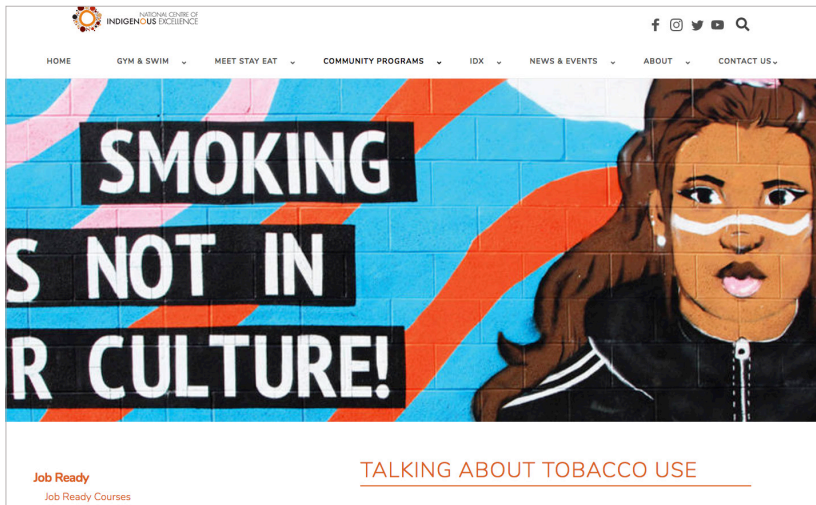
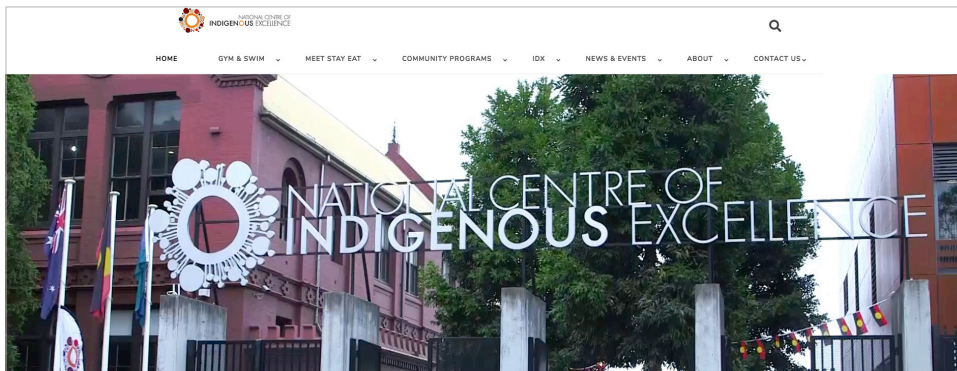
Project

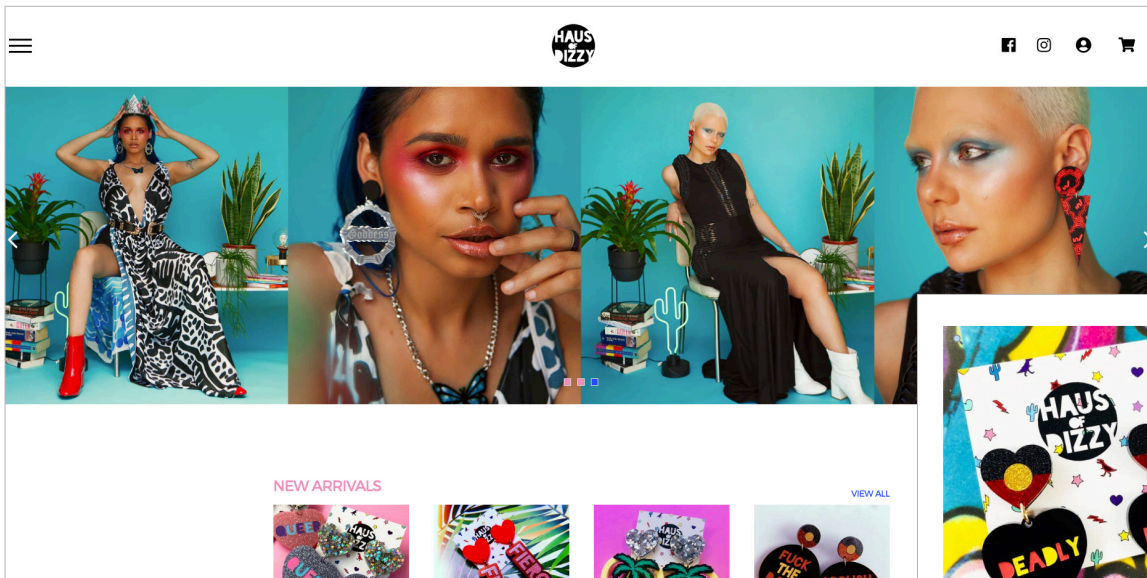
Website build

Deliverables

WordPress website w/ multiple integrations & functionality, hosting and on-going support.

www.ncie.org.au

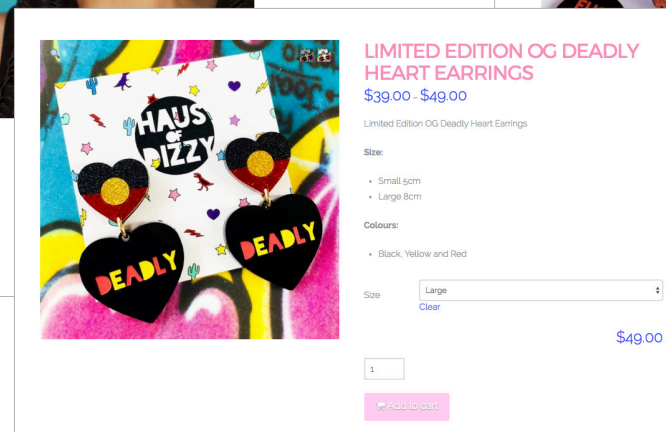
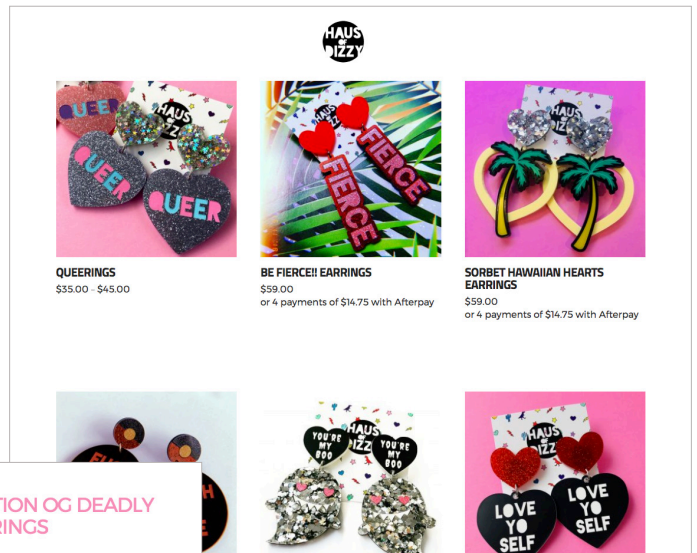


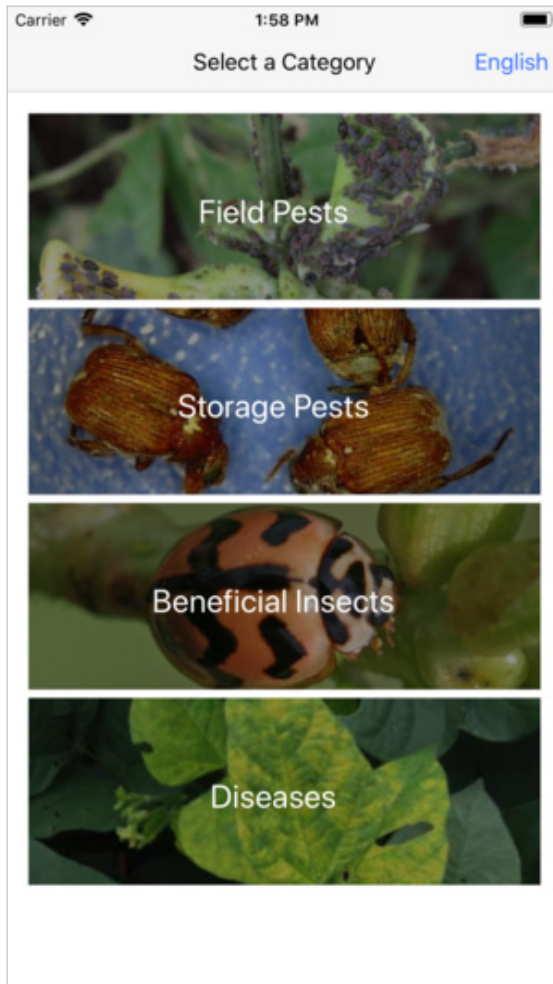


Client
Project
Deliverables

Haus of Dizzy
eCommerce Website build
UI design, website build, hosting
maintenance & Support, animation

www.hausofdizzy.com





Client

University of Sydney

Project

Pest ID

Deliverables

Architecture & System Design, UI design, Apple & Google Play Store Mobile Applications. Audio recording.

Visit the iTunes store



Pest ID assists Cambodian farmers better manage mungbean fields by offering a “photo dictionary” of both the insect pests and beneficial insects. The app contains pest management information and is offered in Khmer and English.

The Pest ID project is authorised by Dr Daniel Tan of the University of Sydney.



Client

Muru Group

Project

The KO App Build

Deliverables

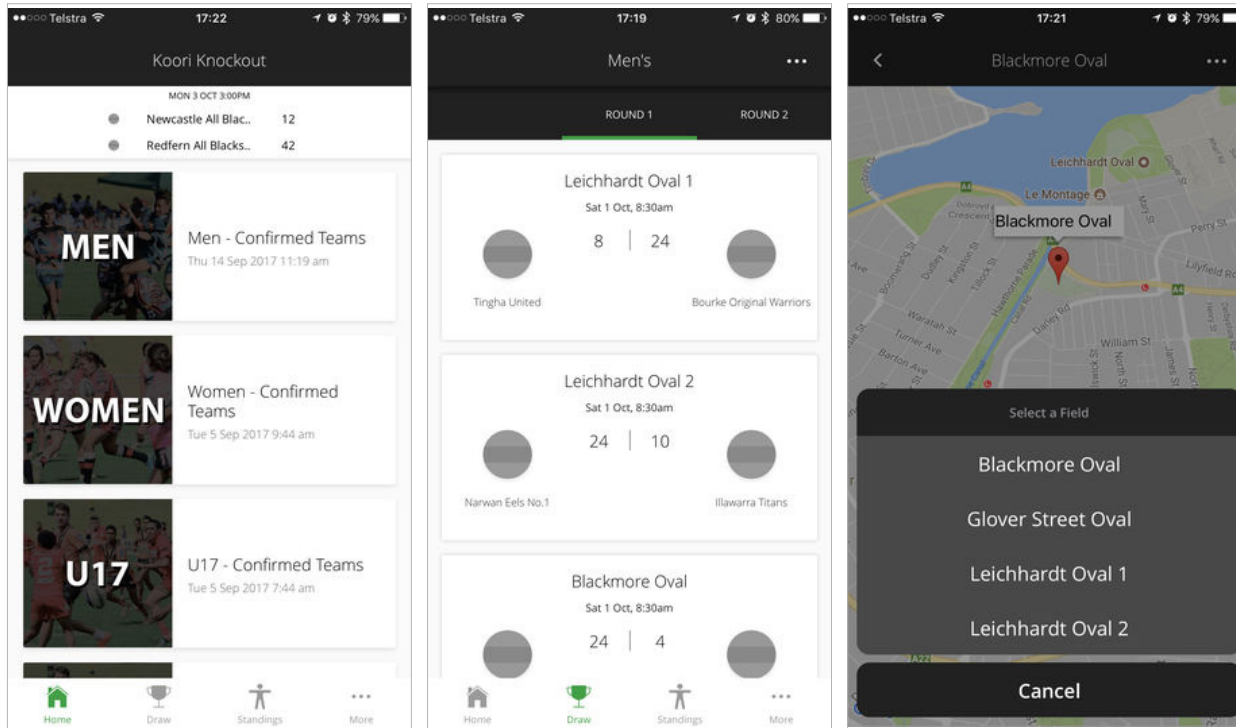
Architecture & System Design, UI design,
Apple & Google Play Store Mobile Applications.

[Visit the iTunes store listing](#)



The KO App is the official app of the NSW Aboriginal Rugby League Knockout - The Koori Knockout.

Features: Live Scoreboard, Knockout Standings, Knockout News, Match Information, All age group draw, Field timetable + more



HOSTING

Cloud Hosting || Security || Maintenance



NGNY

Our Hosting Service

NGNY has developed partnerships with established Australian hosting providers to be able to deliver competitively priced hosting solutions with the support of established solution providers.

Our in-house team works directly with you to ensure your hosting needs are met and we utilise our partner networks to ensure we deliver.

Through our hosting partners we utilise top tier data centers in Brisbane, Sydney and Melbourne.

Our datacenters contain at least:

Power:	N+1 UPS Power with Diesel Generator backup
Temperature:	N+1 Temperature and Humidity control
Access:	Restricted Swipe Card Access
Monitoring:	24×7 Infrastructure monitoring
Security:	24×7 CCTV Security Monitoring with 90+ Days of recorded footage

Our Network

Our Network

Through our Partner Network the NGNY network is on the backbone of one of the largest private networks in Australia. The network is made up of Cisco, Extreme Networks and Brocade network equipment.

All facilities are interlinked via dark fibre or backhaul, allowing us to run a completely redundant and auto fail over MPLS network between all locations and states in Australia.



Service Snapshot

- 24 7 Assist Hosting Support
- 99.98% Network Uptime guarantee
- Hardware replacement
- URL, port availability and hardware monitoring
- Managed firewall
- OS patching
- DDoS mitigation
- Managed data backups and restores (if backups are purchased)
- Other general hosting related support on request

Hosting Toolbox



Hosted Clients



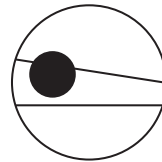
MANUFACTURE

Design || Sampling || Production || Delivery



NGNY

Our Vision



NGNY

GEEDUP

6-12 month period

Develop business opportunities
with a goal to form a partnership.

PARTNERSHIP GOALS

- Establish a stand alone competitive Indigenous owned manufacture & apparel business,
- Compete within the Federal Government Indigenous Procurement Policy (IPP) and NSW Aboriginal Procurement Policy (APP) framework,
- Be an alternative supplier for Reconciliation Action Plan (RAP) orgs,
- Service Indigenous orgs, businesses and sporting team needs.

Production Stages

Design

We work with the client to identify products, design, materials and finishes. 2-3 range concepts, product design mocks.



Sampling

Based on the design process samples are produced of each product in the line. This includes labels, swing tags, all custom requirements etc



Production

Once we have sign-off at the sampling stage we enter full scale production of your apparel. You will receive multiple updates throughout the production timeline.



Delivery

From our production facility to your door step we will manage all delivery requirements.

The four key stages to our process.

This is an example of the four stages in the timeline from design to delivery of your custom apparel.

Manufacture Clients

Our shared client portfolio includes a diverse range of sectors.



Education

GEEDUP



**WORLD FAMOUS
WESTSYDE**

GEEDUP

Client	Geedup Co
Project	W/2018
Lead Time	16 Weeks
Scale	25 styles
Total	5,000 pcs
Budget	\$51-100K





West's Ashfield



Client
Project
Lead Time
Scale
Total
Budget

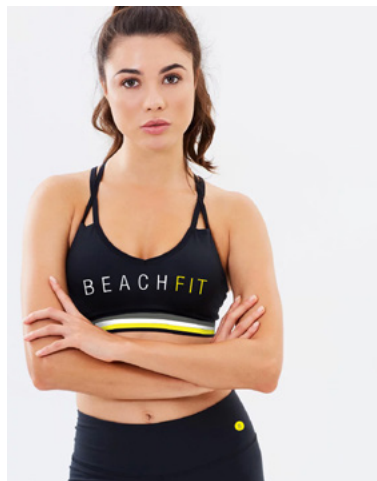
West's Magpies / Tigers
2019 Merch / Training
7 Weeks
15
3,500 pcs
\$51-100K



BEACHFIT

Client
Project
Lead Time
Scale
Total
Budget

Beachfit
2018 Summer
8Weeks
15 Styles
1500 pcs
\$<\$50k





Client
Project
Lead Time
Scale
Total
Budget

IDX, NCIE
IDX program apparel
12 Weeks
3 Style
330 pcs
\$<\$50k





Rooty Hill

:RH19

Client EDU NSW
Project 2019 Grad Jacket
Lead Time 7 Weeks
Scale 1 Style
Total 300 pcs
Budget \$<\$50k

ROOTY HILL HIGH
2019 GRAD JACKETS
DESIGN 2

STREET COACHES JACKET

FRONT



ROOTY HILL GRADUATES JACKET
DESIGN 1
BY BEAU GEEDUP
MILITARY BUMPER JACKET
FRONT



ROOTY HILL GRADUATES JACKET
DESIGN 2
BY BEAU GEEDUP
MILITARY BUMPER
FRONT



ROOTY HILL HIGH
2019 GRAD JACKETS
DESIGN 5
REVERSIBLE VARSITY
FRONT



end.